

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.33

Success Dahlia Gardens

• 1929 •



LOLETA
BROOMALL'S 1929 ORIGINATION

171 FERRY ST

LAWRENCE, MASS

General Information

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by bank draft, Post Office Order, or registered mail. No stock sent C. O. D. unless 50 per cent of purchase price accompanies order. Remit by Postal Money Order from Canada or other foreign countries.

ORDER EARLY and avoid disappointment should the variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to fill order on.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine bloom and make good clean tubers. Our plants are grown in a specially built green house for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition.

COMMERCIAL GROWERS: . . . We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

SPECIAL BARGAINS: Collections of 12 named varieties \$5.00 and \$10.00. Our selection, all different large blooming kind.

ABBREVIATIONS: C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; S., Show; H. D., Hybrid Decorative.

NOTICE: This list cancels all previous prices.

LIFE is the great investment
And no man lives in vain
Who guards a hundred friendships
As a miser guards his gain.

So give the world a welcome,
Each day whate'er it sends,
And may no mortgage e'er fore-
close
The partnership of friends.



Charles G. Reed



Harold G. Reed

GREETINGS

It is a great pleasure to greet our old friends once again, so we have to repeat the old, old story that we deeply appreciate your continued patronage that we have enjoyed for many years and we trust that you too have the same kindly feeling toward us. It will be our endeavor to give the same satisfactory service the coming season and to improve upon it wherever possible. To our new and prospective customers we assure you that it will be a pleasure to serve you in the same high-class manner that has brought continued success to our organization. You will find that we are ever ready to adjust an error of any kind, as we do not claim to be faultless, but we pledge ourselves to satisfy our customers. We believe that our new introductions for this season will be of the same high standard of excellence that have made the Broomall-Success originations the leaders in the gardens and exhibition halls throughout the world. We wish you every success with your Dahlias the coming season and we trust that we may share with you in that success by having the privilege of supplying you with some of the beautiful creations that we describe in this catalog.

Sincerely yours

SUCCESS DAHLIA GARDENS
CHARLES G. REED HAROLD G. REED

P. S. Remember we are members of the National Association of Commercial Dahlia Growers, Inc. which guarantees a "SQUARE DEAL" to the customers of its members.

Member. American Dahlia Society, Inc., Dahlia Society of New Jersey, Dahlia Society of New England, Dahlia Society of San Francisco, Dahlia Society of California, Massachusetts Horticultural Society, Dahlia Society Southern California.

Reference. Merchants Trust Co., Lawrence, Mass. or any reliable dahlia grower in the world

J. J. BROOMALL'S MESSAGE

A Message to My Friends.

Quite a number of my friends and former customers not understanding why they failed to receive my catalog last year, I feel that an explanation will be in order. Owing to failing eyesight and inability to properly attend to my rapidly growing Dahlia business, I disposed of my mail-order business to Mr. Charles G. Reed of the Success Dahlia Gardens, Lawrence, Mass.

All requests for catalogs and information in regard to prices, etc., should be addressed to the Success Dahlia Gardens, Lawrence, Mass., as I have retired from the mail-order business and will issue no more catalogs.

I want to thank my friends for the many favors I have received in the past, and to assure them that they will receive the same careful attention from Mr. Reed as I have endeavored to give in previous years.

I expect to continue my work at the Eagle Rock Dahlia Farm in my efforts to improve the Dahlia and Mr. Reed will have the sole right of introducing the new varieties that I hope to be able to develop.

Sincerely and gratefully yours,

J. J. BROOMALL.

J. J. BROOMALL'S CELEBRATED ORIGINATIONS FOR 1929

We take pleasure in presenting the following originations of that master, J. J. Broomall, who has contributed so many rich originations to the Dahlia loving public. Mr. Broomall considers these new creations are of the same high standard perfection as his former introductions except they are very much different and should please his many friends and former customers. We are the exclusive introducers of all Mr. Broomall's future introductions. We would advise ordering early on these new creations.

J. J. BROOMALL'S 1929 ORIGINATIONS

MILDRED BROOKS HOOVER (H. D.) (BROOMALL)
(See Page Five)

EVELYN MORRIS (Dec.) (BROOMALL)
(See Page Nine)

ROSE-ELLEN VARBLE (H. C.) (BROOMALL)
(See Page Thirteen)

GOODNIGHT (Dec.) (BROOMALL)
(See Page Seventeen)

LOLETA (Dec.) (Broomall)—Another of those very large finely formed flowers of a shade of mallow pink that appeals to the visitors. **Plants Only \$10.00**
(See Front Cover)

mense Orchid than a Dahlia." If this Dahlia has any fault it is perhaps a little soft for cutting says the originator but he said the same thing about "Aztec Glory" but it is an ideal cut flower in the East. Height 5 feet. Stock very limited. **Plants Only \$15.00**

MAIDEN'S BLUSH (H. D.) (Broomall)—This immense decorative, aside from being one of the largest to command it, is a model for shape and habit of growth, and, above all its remarkable and distinct color, a very light rose pink or blush. Mr. Broomall refers to it "as one of the most beautiful flowers I ever saw and more like an im-

LILLIAN MILLER (Dec.) (Broomall)—A large decorative of fine exhibition form. In color an unusual shade of pomegranate-purple that adds to its beauty. This Dahlia will make a worthwhile addition to any collection where something different is desired. Height 3 feet. **Plants Only \$10.00**

J. J. BROOMALL'S FORMER INTRODUCTIONS

AZTEC GLORY (H. D.)—This immense picric or lemon yellow is perhaps the most sensational yellow Dahlia of all time. In the show rooms it remains supreme not only in its color but is always considered when the award for the best bloom in the show is being selected by the judges and it often win this high honor. At the Red Bank show considered the quality show of the East, Aztec Glory was runner-up to Fort Monmouth for the best in the show. The formation is the most unusual found in any other decorative Dahlia bloom and the mammoth flowers are held erect on the best of stems. It won the Challenge Cup for the best bloom at the Ontario Dahlia show 1928. It is a real champion.
Tuber \$10.00. Plant \$5.00

AMBASSADOR (H. C.)—This beautiful Dahlia which has always been a prize-winner. The color is a soft yellow center with salmon, amber and pink shadings, gradually deepening towards the tips and outer floral rays. Has won prizes for the largest in the show. Sold for \$50.00 per bulb when introduced. **Tuber \$1.00**

AMARILLO GRAND (H. D.)—Light yellow, compared with Sunny South the petals are more broad, and the flowers are much larger, in fact they are enormous and are produced in abundance. **Tuber \$2.50**

ALVERINE (H. C.)—Salmon-pink, large flowers on good stems, the color was much admired. It's different. **Tuber \$2.00**

AZURINA (D)—Dark lavender, large finely formed flowers on fine stems. **Tuber \$1.50**

CORAL GEM (H. D.)—A most attractive shade of soft coral-pink, flowers of medium size held erect on good stems, a very desirable cut-flower of good habit and a free bloomer. Height 5 feet. **Tuber \$1.50**

CORINGA (H. D.)—Described as capucine yellow, shaded cornelian red (Ridgeway), the rich copper-orange color of this Dahlia

ADELINE C. LORBEER (C.)—I regard this as the best pure bright red Cactus Dahlia that I have seen. The medium large flowers are produced on fine stems. The color is Spectrum red (scarlet red), without shading. This desirable Dahlia stands the hot sun well without bleaching or burning and keeps well as a cut flower. **Tuber \$3.00**

attracted more attention in our Boston Sweepstake winning display than any other Dahlia. There is no other orange colored Dahlia that can compare with this creation as the color is so vivid that it speaks for itself. Mr. Derrill W. Hart placed this beautiful Dahlia on the Roll of Honor in 1928. If you are seeking something entirely different than any other Dahlia we highly recommend "Coringa" to you. The medium large flowers are held erect on strong but rather short stems. the petals serrate, always perfectly double.

Tuber \$7.50. Plant \$3.50

CALIZONA (D)—Deep rich yellow, the large flowers of very distinct shape stand out boldly on splendid strong stems, making it one of the most conspicuous Dahlias in our garden. Tuber \$1.50

DERRILL W. HART (Dec.)—Considered by many growers to be one of Mr. Broomall's greatest originations, anyway it was good enough to win many high honors in the keenest competition and found a place on the Roll of Honor by Mr. Derrill W. Hart. Color, capucine yellow shading to grenadine red, in cold weather almost a copper color. The large well-formed bloom are held erect on long stiff stems. Universally admired by all who saw it.

Tuber \$10.00. Plant \$5.00

EAGLE ROCK GEM—Maize yellow shaded orient pink, this is certainly the finest shaped strong-stemmed Cactus Dahlia yet produced. Its form is much finer than Ambassador, and the color is very unusual and pleasing; the habit is good, the flowers always standing perfectly erect. Height 3 feet. Tuber \$15.00. Plant \$7.50

EAGLE ROCK SENTINEL (H. C.)—The color is very difficult to describe, being a blending of apricot, bronze and salmon tints, possible brownish salmon would give a fair idea of the general effect. The medium large blossoms are held erect on good stems. Tuber \$2.00

EULALIA (H. D.)—The ground color is a rich jersey cream, suffused with peach pink, a very attractive variety. The blossoms are large and supported on good stems. Tuber \$3.00

EAGLE ROCK BEAUTY (H. D.)—A more beautiful combination of pink and cream than displayed in this glorious creation would be difficult to imagine. It is in a class by itself, and unanimously admired by all who saw it. It is vigorous in growth, with good habit, and strong stems holding the immense blooms erect, which are full to the center, and produced in abundance until frost. Tuber \$5.00. Plant \$2.50

EAGLE ROCK SUNSHINE (C)—Rich yellow of a deeper shade than Sunny South. The flowers are large and held perfectly erect on good stems. Winner of many prizes for best in show. Tuber \$2.50

EAGLE ROCK JEWELL (H. C.)—Cream overlaid cameo pink (shell pink). I consider this the most beautiful color in any Dahlia I have seen. The large flowers are borne on strong stems. It is a vigorous grower and a free bloomer. Tuber \$10.00. Plant \$5.00

GRANDOLA (D.)—Brilliant orange, medium size blooms held erect on fine stems. A Dahlia that attracts immediate attention. Tuber \$2.50.

NOTE—This variety was considered one of the most beautiful of Mr. Broomall's introductions.

LA RODA (D.)—Through an error this Dahlia was displayed in the Garden and Home Builder Sweepstake class at the New York show not knowing that it had been previously displayed at a New York show but we are pleased to say it attracted very favorable comment as it really was one of the top-notchers in the entire building. This beautiful Dahlia has improved with age and has been placed on the Roll of Honor by Mr. Derrill Hart. Here is an unsolicited testimonial from one of the foremost Dahlia critics and judge of what he thinks about this creation: " 'La Roda' is superb as you showed it. I had a magnificent plant of it which bloomed sufficiently and magnificently and to my mind, the blooms were the loveliest of almost any Dahlia I know, in coloring, formation and texture. I would grow a thousand of them for my own joy if I could afford them." The very large silvery rose-pink, well-formed flowers are held erect on very long stiff stems and the plants are just covered with bloom all the season. The original price of this Dahlia was \$50.00 per tuber and was worth every cent but we are now offering it within the reach of all growers.

Tuber \$10.00. Plant \$5.00

LINDA VISTA (D.)—Capucine buff edged and shaped begonia rose. The finely shaped flowers are borne in profusion on good stems. Tuber \$2.00

LA GOLONDRINA (H. D.)—Silvery white shaded phlox purple, the general effect being a light lavender, very large flowers of distinct and pleasing shape, held well above the foliage on good stems. Height 4 feet.

Tuber \$5.00. Plant \$2.50

MRS. SHIRLEY SHAW (Dec.)—Ox blood red shaded maroon, this magnificent flower sometimes has a tendency to come with crooked stems, but notwithstanding this fact was more universally admired than any Dahlia in our gardens. The wonderful dark rich color and immense size capture everyone. After one year this remarkable creation has made a host of friends. This Dahlia must be seen to be appreciated as it is impossible to describe the beautiful rich blendings from almost black to nearly a scarlet on each petal. It also found its place among the elite of the Dahlia world on the Roll of Honor for 1928. It is a real joy to grow a Dahlia like "Mrs. Shirley Shaw."

Tuber \$10.00. Plant \$5.00

Kindly write your Special Instructions on a Separate Sheet.

5

FILL ALL THESE BLANKS

ORDER SHEET

Issued by

Success Dahlia Gardens

171 FERRY STREET, LAWRENCE, MASS.

Date..... Amount Enclosed.....

Your Name.....
(Write it plainly. Ladies will please use the prefix Miss or Mrs.)

City..... Street.....

State..... County.....

Shall we substitute for any that are sold out?

About what date do you want them shipped?

HOW MANY BULBS	HOW MANY PLANTS	NAME OF DAHLIA	PRICE

USE OTHER SIDE IF NECESSARY



MILDRED BROOKS HOOVER

MILDRED BROOKS HOOVER (H. D.) (Broomall)—(Named by request for sister-in-law of Pres.-Elect Herbert Hoover). The originator considers this one of the best Dahlias in his gardens as the color, Spinel-red, is so different. A most distinct and refined flower, of large size and splendid form. A Dahlia that should be in every first-class collection. Height 4 feet. Tuber \$15.00. Plant \$7.50

MIRAFLORA (C.)—White-tinted, violet-pink, the petals are long, straight and rather narrow, this variety might be called a Giant Delicatissima, the flowers eight to ten inches in diameter without disbudding are borne profusely on first class stems.

Tuber \$1.50

MRS. FRANCIS BULLARD (P.)—Beautiful light pink, flowers of immense size, and borne on rather short but strong stems in the greatest profusion, the bloom are very deep and full for a peony. Tuber \$2.00

NOTE—This variety produced perfect decorative flowers with us and won first prize as the best California origination Short Hills, N. J., show 1926.

MARIAN BROOMALL (H. C.)—Pink and white, descendant of Gladys Sherwood, it is more Cactus in shape and better stems and habit, a beautiful flower. Tuber \$2.50

MARLEAU (H. D.)—Pinard yellow, shaded capucine orange, general effect being salmon-buff, large flowers on long stems, very free flowering. Sometimes we are misled by the price of things we buy, sometimes we are pleased and again we are disappointed, so in recommending "Marleau" we know you will be happy as we consider this is really in the \$10.00 class. It is one of the best Dahlias that we had growing in our garden in 1928 and we shall plant all we can get this season. Prices are net.

Tuber \$2.50. Plant \$1.50

NETAWAKA (H. D.)—Orange yellow base shading to jasper red, reverse of petals bright carmine. The petals are twisted so that the reverse color is very much in evidence, the large flowers are borne on

good stems, very distinct and pleasing both in form and unusual coloring. Height 5 feet. Tuber \$10.00. Plant \$5.00

NANCY SUE LANG (H. D.)—Immense star-like flowers, red tipped gold, larger and stronger grower than Mrs. E. L. Lindsey, habit of plant is dwarf and very robust. A flower that attracts immediate attention.

Tuber \$5.00. Plant \$2.50

ORANGE GOLD (H. C.)—Rich orange yellow, very attractive color that attracted much attention, medium large, good free blooming habit. Tuber \$3.00

PROFUSION (H. C.) (B.)—A medium size pure white, and pleasing shape, so full and double that it never shows an open center; the flowers, which are held above the foliage, are produced in such marvelous profusion that they cover the plant with a mass of white. As a bedding variety I have not seen its equal. Height 3 feet. Winner of many prizes. Tuber \$2.00

PRIMULA REX (D.)—Very light cream of primrose color. I regard this as one of the best decorative Dahlias in existence, the flowers are immense with every good quality, certainly far ahead of anything in its class and color. This variety was highly spoken of in the New York Botanical Gardens. Tuber \$2.50

THE PERFECT WHITE (C.)—Very little description is required when Mr. Broomall selects such a name for a Dahlia. He says it is about the size of Profusion but very much more artistic in formation. Tuber \$3.00

UNCLE REMUS (D.)—Rhodamine purple (rosy purple), large flowers on strong stems; an extra strong grower Tuber \$3.00

Other Worthwhile New Creations From Reputable Originators That You Should Grow

FLORENCE KLEIN (F. & M.)—An exhibition decorative of a gorgeous salmon-orange color, a very deep, full centered Dahlia the salmon shading adding to the depth. Flower can be grown from seven to nine inches, field grown. Stem is black-stiff and straight, holding the flower high above the dark green leathery foliage. Very free bloomer, plants of medium height. A beauty for either the garden or the exhibition table. Tuber \$10.00. Plant \$5.00 Net

GEORGE L. FARNUM (F. & M.)—A distinctive exhibition decorative Dahlia of a pure gold color. There are yellows of various shades and orange but this flower, due partially to the faint tracing of rose on the reverse of petals and the exceedingly tight center can only be described as "Old Gold." Plant is of medium height, has dark

green leathering foliage that is insect proof, flowers borne high above foliage on straight stiff stems. A decidedly new coloring.

Tuber \$10.00. Plant \$5.00 Net

SANHICAN'S PRINCE (F. & M.)—Here we have a dark decorative so necessary to relieve the monotony of pinks and autumn shades in an exhibition. When flower first unfolds it is dark maroon with an almost black velvet appearance but as flower ages it resembles a piece of maroon velvet. Field grown flowers are from seven to nine inches, plant is of medium height, stems slender, black and straight, carrying flower well above the foliage. Free bloomer. Attracted a great deal of attention at New York show under the number 11-K.

Tuber \$7.50. Plant \$3.75 Net

SANHICAN'S RED CAP (F. & M.)—Name suggested because of the ease with which you can locate this flower in the field. Undoubtedly a seedling of Jersey's Beacon but the color is a clear bright Spectrum red without the gold of the parent flower. Red Cap has a metallic sheen that makes it glisten in the sun. An exhibition decorative composed of broad petals loosely placed, with a tight center. Stiff upright stem, flowers can be grown nine inches or more in the open field. Plant is of medium to tall habit of growth, foliage dark green and leathery.

Tuber \$5.00. Plant \$2.50 Net

BIG CHIEF (H. D.) (Success)—This is the largest Dahlia that we have introduced having exhibited it only once. We won the first prize in a strong seedling class and the largest Dahlia in the show defeating such Dahlias as Jane Cowl, Alice Whittier, Siskiyou and other good ones. Color rich autumn shades, general effect is salmon-buff. Immense flowers are carried erect on long stiff stems. Very free bloomers. Height 4 feet. Limited amount of tubers.

Tuber \$10.00. Plant \$5.00

YELLOW BEAUTY (Waite)—A seedling of Jersey's Beauty, having the same splendid stem, perfect form and habit of growth—the color being a pure empire yellow. We predict, in all sincerity, that Yellow Beauty will become as famous and popular in the Yellow class as the former became in the "Pinks." Strong, field-grown tubers.

Tuber \$15.00. Plant \$7.50 Net

JERSEY'S GLORY (Waite)—A magnificent bloom both in color and form. Color is a sparkling orange intermingled with yellow. Huge flowers of perfect outline held on long rigid stems. Vigorous habit of growth.

Field Tuber \$10.00. Plant \$5.00 Net

FRED W. PATTERSON (12-7) (Kemp) (H. C.)—A seedling from the beautiful Adda Patterson, but a stronger, heavier flower. The color is difficult to accurately describe, and as near as we have been able to work it out, with the aid of Ridgeway's color chart, the color is lavender pink, with deep amaranth pink reverse. A beautiful color combination that instantly attracts and holds the attention. With us the flower averages 10 inches across, but in a letter received from a Southern grower who had it on trial the past season, he says the flower was larger than Ft. Monmouth with him, and that it was about the best Dahlia he had in his garden. The long stiff stem holds the flower high above the foliage. Plant is vigorous, with stem, foliage and habit identical with Adda Patterson. A most excellent garden and exhibition variety. Height 7 feet.

Tuber \$10.00. Plant \$5.00 Net

FAIRMONT (704) (Kemp) (Dec.)—Seedling of the well and favorably known "Alta-mont." A pure pink in a beautifully proportioned bloom, 8 to 9 inches in diameter, which is held well above the foliage on long stiff stem. Plant is a healthy and vigorous grower, but not as tall as "Alta-mont." A fine variety that will win its way into the hearts of all who are partial to pink colored Dahlias.

Tuber \$10.00. Plant \$5.00 Net

BETTY BROWNE (2-7) (Kemp) (Dec.)—Seedling of the beautiful pink, Glory of Monmouth. Color is spinel pink, and old rose blend, deep lemon yellow at base of petals. Flowers full centered and of large size, averaging 10 inches and over in diameter, and 6 to 7 inches in depth. The large well built blooms are borne on stiff stems well above the foliage. Plant is of medium height, wide spreading, and vigorous constitution. A good Dahlia in every respect.

Tuber \$10.00. Plant \$5.00 Net

WHITE EMPRESS (D) (Jost)—This new white Dahlia was a sensation at the last New York and New Haven shows. At the American Dahlia Society show at Madison Square Garden it won the Darnell Cup as the best keeping variety in the show. At New Haven it received a Special Award of Merit. It is the ideal white Dahlia for the garden on account of its attractive appearance and sturdy growth. We have every reason to feel it will prove a great success as a commercial cut flower, because of its free blooming habit, uniform, perfect flowers and excellent substance. It is, we believe, the best all-round white Dahlia introduced to date. Tuber \$10.00. Plant \$5.00

JUDGE SHINN (D.)—Color is a deep chrome, with a deep lemon yellow center. Flowers are large and fluffy, reaching a width of 8 inches and over and 5 inches or more in depth. Stems are hard and wiry and sometimes are slightly declinate, under adverse weather conditions, but its exquisite beauty much more than compensates for this slight fault. I believe this to be one of the most beautiful Dahlias in existence. Plant is a tall, vigorous grower, reaching a height of 8 to 9 feet. Awarded the Mrs. Chas. H. Stout Silver Medal at the New Jersey Dahlia Society show, Atlantic City, N. J., in the class for the best un-named seedling of New Jersey origin, and named for one of Atlantic City's most distinguished citizens, the Honorable Judge C. C. Shinn.

Tuber \$10.00. Plant \$5.00

MISS BESS ASCHENBRENNER (D.)—Another new California variety originated by Mrs. Willa Woolslair and named by request for a well known flower judge and correspondent of the Pacific Coast. We

grew this variety last season and found it to be a very free bloomer of large flowers that were carried erect on the best of stems. The color is what attracted the attention of the visitors and it is difficult to properly describe but we would call it apricot and light orange with a very pronounced rich glowing pink at the base of the petals. It is one of those creations that we stand and look at with great admiration as the blendings of the colors are so unusual and the size of the flowers make it outstanding. You will like this one.

Tuber \$10.00. Plant \$5.00

EVENING EXPRESS (D.)—This is a new California Dahlia that should be grown by those who delight on using Dahlias for exhibition basket displays and house decorations as it is a mass of bloom throughout the season. The bloom average 7 to 8 inches carried erect on very long stiff stems. The color is quite new in Dahlias,—royal purple with a silvery reverse which adds to its beauty. Never shows an open center. We used this very freely in our prize-winning display at Boston 1928. We are the exclusive introducers of this variety.

Tuber \$5.00. Plant \$2.50

SCARLET TANAGER (D.)—New introduction that is different as the color is an entirely new shade of richest scarlet. One of the greatest assets of this Dahlia is its habit of growth, having a heavy, deep green foliage with an ideal stiff stem, holding the flower well above the foliage. A profuse bloomer of uniformly large bloom. A prize-winner every time exhibited. One

ALICE WHITTIER (H. C.)—Our own introduction that is considered the best yellow hybrid cactus ever introduced. Its record as an exhibition flower is known from coast to coast as it has won the highest award in many exhibitions throughout the entire country. Beautiful, vigorous Dahlia that pleases all. Awarded certificates at three different trial gardens with a high score of 90 points. Tuber \$2.50

ANDREAS HOFER (Holland) (C.)—This Holland origination was one of the most beautiful Dahlias seen this season. Rich salmon color with center of gold. This Dahlia won for the best basket at the N. E. D. S. show at Boston. Tuber \$2.50

ADDA PATTERSON—One of the best white Hybrid Cactus Dahlias to date. The flowers are pure white, and average 8 to 9 inches in diameter. The plant is a beautiful grower. The large blooms are held well above the foliage on stiff stems. A splendid keeper, and equally good for exhibition and decorative purposes. An all-around white Dahlia that will win in the keenest competition. Tuber \$3.50

of the outstanding Dahlias in our garden last season. Stock very limited.

Tuber \$7.50. Plant \$3.50

RICHELIEU—This richly colored, broad-petaled, velvety textured Dahlia has IT—that combination of those rare qualities of charm and distinction that makes certain individuals and things irresistible—you can not help liking them. As neither words nor photographic film can convey the IT quality I will simply describe "Richelieu" as a decorative Dahlia of the deep velvety red of the old Jack rose. (Ridgeway's Color Chart: Phlox purple). Sturdy bushes with angles to the strong straight stems. As many as seven eight-inch flowers have been cut at one time from a bush. With forcing and disbudding larger flowers can be had. An ideal cut flower as it keeps unusually well after cutting. A medal Dahlia as a three-year seedling.

Tuber \$10.00. Plant \$5.00

JOHN MEUSSDORFFER—The sensation of the 1927 Dahlia show of The Dahlia Society of California. A stunning, startling large peony. Glorious, vivid, brilliant scarlet. It glows as though from a light within it, especially at night. The formation is perfect, having at least three rows of petals, giving it depth, and the center is surrounded by tiny petaloids. Has an exceptionally strong stem, holding the immense flower perfectly erect. It attracts instant attention wherever seen, whether in the garden or on the exhibition table. The bush is medium growing, and is always full of blooms. Tuber \$7.50. Plant \$3.50

STANDARD VARIETIES

BARBARA WEAR (D.)—The fact that Barbara Wear won at the 1927 exhibition of the Dahlia Society of San Francisco held at the Palace Hotel, the Doubleday, Page & Company's Achievement Medal for "the most worthy new dahlia west of the Rocky Mountains never before exhibited" is in itself a strong recommendation. The color is extremely soft and pleasing, the beautiful flower being a pinkish lavender, shading at the outer ends of the petals to the softest, creamiest effect imaginable. The stems are perfectly straight, very long and exceedingly strong. The flower has good size, great depth and substance with excellent keeping qualities that will make it in great demand by gardens supplying florists and other cut flower trade. Stock very limited.

Tuber \$7.50 Plant \$3.50

BARBARA REDFERN—This was one of the best Dahlias from California. Color a delightful blend of old rose with a light lavender suffusion, immense size and great depth. The large bloom are held erect on stiff stems. Highly recommended.

Tuber \$5.00. Plant \$2.50



EVELYN MORRIS

EVELYN MORRIS (Dec.) (Broomall)—Here again we have another new color in this very large decorative and when we say it is a right bright purple we do not give this Dahlia justice. Its tall growing habit with the immense bloom held erect on the finest stems attracts the visitors from a distance. It surely is different. Height 6 feet **Plants Only \$10.00**

BROOMALL'S 1929 ORIGINATION

BERENGARIA (D.)—The originators of this Dahlia consider it one of their triumphs in every way and when we saw the immense blooms growing on sturdy plants we could well agree with them. Colors are orange at center, to gold at tips, with golden sheen over all. In form it more resembles the Hybrid Cactus type than the decorative. Hybrid Cactus type than the decorative.

Tuber \$5.00. Plant \$2.50

BLACK JACK (D.)—Another California introduction of great merit. The flowers are extremely large, with long stout stems, and the color is a very rich dark maroon, almost black, does not burn and has good keeping qualities. A grand exhibition variety. Tuber \$1.50

BETTY IVINS (Exhibition Decorative)—A remarkable flower of huge proportions. Petals thickly placed to form a very full flower. Color a rich salmon, overlaid with an amber glow, showing a rosy pink reverse. Petals have that soft glistening gleam, as reflected in the texture of a rose. For a flower of such size, it has a remarkable stem that holds it perfectly upright, a point which has been noted by many of its admirers. Plants grow medium-fall with thick green foliage, stems stiff and long. Tuber \$7.50. Plant \$3.50

COHASSET SUPREME (D.)—Very large lavender, shading to white at center. Rugged plants, good bloomer. Tuber \$2.00

CHEMAR'S MASTERPIECE—A huge in-curving cactus of orchid pink. Flowers extra large of fine form and borne on long, straight stems. Extra fine growing habits, being a seedling of Mrs. I. de Ver Warner. Awarded Certificates of Merit by Dahlia Society of New Jersey. This Dahlia has won many gold medals. Tuber \$5.00

COLOR SERGEANT (D.)—This is a very striking Dahlia both in form and color, and one which is always much admired. It is pure in color, being a rich deep salmon bronze. It has splendid habits, being a clean, upright grower, and the large flowers are borne on perfect stems. Tuber \$5.00

ELITE GLORY (D.)—It surely is a "break" in the Dahlia world. It surely is a spectacular Dahlia and must be included in all the better collections. It is a monster flower of a brilliant rich, red color with no shadings, held perfectly erect on stiff stems. Another of those beauties that the visitors rave about. Elite Glory is here to stay for those who like size, as it has quite a reputation on winning for largest in the show as well as all kinds of other prizes. Won in a class of 106 of world's best Dahlias at Camden, N. J., show. Tuber \$3.50

ELITE PEACH (D.)—Exhibition blooms of salmon-buff, held above a vigorous growing bush on fine strong stems. Its exceptionally lovely coloring attracts immediate attention at exhibitions. Tuber \$3.50

ELKRIDGE (H. C.)—This is the beauti-

ful new white that won the Garden and the Home Builder Medal at New York, 1926. There was real competition in this class, but Elkridge had about everything a good Dahlia should have, size, stem, substance. First prize for the best white bloom at the Trenton show, 1926. Tuber \$2.00

EDNA FERBER—An outstanding Dahlia in every garden and show room. This beautiful Hybrid Cactus won many prizes for the best flower in the show. Color a glistening coral, shading to old gold at base of petals. Petals curl and twist, making it a very attractive flower. Medium habit of growth, dark green foliage.

Tuber \$5.00. Plant \$2.50

FORT WASHINGTON (D.)—Here is a Dahlia that can and has won many prizes of the largest in the show. Very seldom less than 10 inches without forcing. The larger flowers are held perfectly erect on long cane stiff stems. Winner of many prizes in all classes for decoratives. Has size, refinement, a free bloomer, and the color is a most charming deep maroon. We guarantee this Dahlia to make good anywhere. It will win for you. Award of Merit A. D. S. Trial Garden, 1927. Tuber \$3.00

FLAMING METEOR (D.)—The flower is large, of good depth, splendid form and unexcelled keeping qualities. Stems long, tough and cane-like. The color is a flaming orange scarlet, deepening to burnt orange at center where each petal shows an amber yellow base, thus making a beautiful central halo. Tuber \$3.00

FORT MONMOUTH (H. C.)—One of the giants of the Dahlia world. The color is a rich crimson maroon (some say it is a rich claret), with a brightness unusual in the darker tones, and just a faint tinge of bluish violet at tips of petals. The flowers have long narrow petals, are well formed, full centered, of true hybrid cactus type, and of enormous size, attaining to a diameter of full 13 inches, and are borne on long stiff stems high above the foliage, and look you right in the face. Flower does not burn, and is a splendid keeper, both on the plant and when cut. Very prolific bloomer from early to late, and it is no uncommon thing to see five and six enormous flowers in good condition on a plant at a time. Plant is a strong, healthy grower, attaining to a height of 7 to 8 feet. Foliage is dark green, and has been immune to injury from attacks of leaf hoppers. Winner of first prize in the class for the largest Dahlia in diameter at the 1927 Trenton Dahlia Society show. Better than ever in 1928, winning many prizes for best in show. Tuber \$10.00. Plant \$5.00

FORDHOOK GOLDCREST (D.)—A beautiful new Dahlia with magnificent salmon-pink blooms, toned with bright red and a deeper salmon reverse. The center of the blooms shades to rich yellow. Broad, well-rounded petals. Certificate of Merit, Dahlia Society of California. Tuber \$2.50

FORDHOOK VICTORY—Giant flowers, well formed, and carried on strong sturdy stems. The color is a rich shade of tyrian-rose. The petals are well placed and of substantial texture. Tuber \$2.00

FORDHOOK ERECTA—This outstanding Burpee novelty produces strong upright plants, bearing a profusion of well-rounded, fully double blooms—bright Amaranth pink, shading lighter toward the base of the petals. Awarded Certificate of Merit. Tuber \$2.00

FORT LEE (D)—A new Dahlia little known as the originator does not advertise or issue a catalog. It is in Siskiyou's class and perhaps will best it if forced, and is always covered with immense bloom on very long stems. We have had several 10-inch flowers on one bush without forcing but it has one fault and that is it develops into a peony type flower late in the season. If you want size it's here. Color autumn shades or blendings of buff, salmon and amber.

Tuber \$5.00. Plant \$2.50

FIRE CHIEF (Dec)—This is the best scarlet Dahlia that we have seen, and our opinion is shared by many of the better growers who have visited our gardens. Certificates by the A. D. S. and the Dahlia Society of New Jersey at their trial gardens. Flowering habit profuse. Flowers average 8 inches without disbudding. Stiff stems. Tuber \$7.50. Plant \$3.50

GOLDEN DREAM (Dec.)—Another of our originations. High score A. D. S. trial garden, 1926. Certificated by the Dahlia Society of New Jersey, also winning first prize everywhere it has been exhibited. Color Storutian yellow and a golden sheen or lustre, reverse Brazil red. Long stiff stems. It surely is a Golden Dream.

Tuber \$7.50. Plant \$3.50

HARRY MAYER (D) NEW—After growing this Dahlia last year we have boosted it to all Dahlia lovers. It is one of those Dahlias that you can't forget. It's different. The large bloom often were 10 inches and over and carried facing perfectly erect looking you straight in the eye, and you simply have to stop and admire it. The color is very attractive, pale rosalane purple. The habits of the plant are splendid, with that very dark green foliage we all so much admire, with stems carrying the massive flowers erect high above the foliage. If you want the best don't pass this one. Stock limited.

Tuber \$5.00. Plant \$2.50

HATHOR—A decorative of vivid Oriental coloring. The predominating color is flame—not red, but verging on deep crimson, orange, and all those colors seen in glowing embers. The formation is always perfect and the stem exceptionally fine and stiff, so the large bloom looks one squarely in the face. Tuber \$3.00

HARRY STRUTT (C.)—One of the finest cactus that we have grown. Winning first prize at 1928. The flowers are large and full to the center. Color rich deep crimson scarlet. Tuber \$2.50

IDA PERKINS (D)—Beautiful white heavy blossom with cream colored center, excellent long stems. A very strong grower; blooms spread about eight inches with in-curving petals. Bushes about five feet high. Winner of the Garden and Home Builder Sweepstakes at Boston 1927.

Tuber \$7.50. Plant \$3.50

JACK O'LANTERN (Dec)—We released a few tubers of this variety last spring and the reports we have received lead us to believe it was one of the best varieties. Scored 87 at the trial garden of the Dahlia Society of New Jersey. Color, scarlet with reverse picric yellow, finished flower is scarlet center with crown of empire yellow. Fine stems, profuse bloomer. Stock limited.

Tuber \$7.50. Plant \$3.50

JEAN HARE—A distinctive exhibition hybrid cactus of peculiar formation and unusual charm. When the flower first unfolds it is a beautiful golden yellow, as it matures it becomes an apricot buff and the outer row of petals a golden bronze. A flower that commands unusual attention both in the field and at the shows. One of the most attractive autumn colored Dahlias on account of its great size and beauty. Very free bloomer, medium to tall habit of growth, perfectly stiff, upright stems, heavy dark green foliage. Awarded Certificate of Merit by Dahlia Society of New Jersey, score of 87 for exhibition. Tuber \$7.50

JERSEY'S BEACON (D)—Chinese scarlet with paler reverse, giving a two-toned effect, a very large flower with good stem. Winner of the silver medal for the best new variety at New York show, 1924. Best vase red, 1925. Tuber \$1.00

JERSEY MAMMOTH (D.) (H. C.)—Truly a monster. Winner of the largest bloom in New York show. Color a rich golden mahogany. Tuber \$2.00

JERSEY IDEAL (D.)—The color of this fine new Dahlia is best described as lavender-pink, although sometimes it is nearer lavender, flowers are borne face up on top of the long stiff stems, the petals falling down and making a very deep flower. A vigorous grower and free bloomer. Certificate of Merit, score 89 points.

Tuber \$2.00

JERSEY ELEGANS (Dec.)—Spinel pink, medium sized flowers, produced very freely on good stems. The foliage is fine cut, and rough in texture, and is not much affected by the leaf hopper, Certificated N. J. 1926.

Tubers \$2.50

JERSEY'S CAPRICE (Dec.)—One of the autumn shades that is hard to describe, being a mixture of buff-orange and gold flowers, large, of good form, stems rigid, holding the flowers erect Tubers \$2.50

JANE COWL—This magnificent decorative was without doubt the outstanding Dahlia that has been produced in the East since Jersey Beauty. We say this after growing sixty plants of this Dahlia the past season and upon its record in the show room. It would be impossible to list its winnings as we are continually hearing of where it won for the best in the show. Mr. Derrill W. Hart in his Role of Honor report in the American Home is as follows: "Jane Cowl was the outstanding Dahlia in every show room. It would be impossible to enumerate the prizes won by this grand flower. Next to Jersey's Beauty we believe that Jane Cowl has the best record of any other variety introduced. It ranks with the immortals of the Dahlia world." The plants are always covered with immense bloom held perfectly erect on long stiff stems and seem to be insect-proof. Color a glistening bronzy buff and old gold blending to a deeper shade toward the center of the flower, reverse of petals a pale flesh color, giving the flower as a whole, a warm glow. We have a fine stock of this wonderful Dahlia.

Tuber \$10.00. Plant \$5.00

KEMP'S VIOLET WONDER—The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich naphthaline violet, with an underlying tone of royal purple, with bluish lavender reverse. Flowers are as nearly perfect in form as possible; of true decorative type, and of massive proportions, attaining to a diameter of 10 inches and over, and to a depth of 6 to 7 inches, and are borne on stiff stems 10 to 14 inches above the foliage. Flower does not burn, and is a remarkably good keeper both on the plant and when cut. Plant is strong, vigorous grower, of wide-spreading habit, constant and prolific bloomer, and good producer of tubers. Foliage bright green, tough, healthy and to date has never suffered injury from attacks of leaf hoppers. One of the most outstanding Dahlias of the year, and the only variety of the color offered to date. Height 6 to 7 feet. Awarded a gold medal, ribbon and a place in the Court of Honor, at the 1927 A. D. S. show, New York City. Tuber \$10.00. Plant \$5.00

KITTY ROGERS (Dec.)—A Dahlia of immense size, the petals not being numerous but large, broad and rounded, making up completely circular flowers. The color is a soft tint of pink on a white ground. It is equal in size to Berengaria and is held erect on satisfactory stems. Tuber \$1.50

LUCKY STRIKE, NEW (California H. C.)—White Dahlias are scarce and there is always a demand for them. We can very highly recommend this huge variety as having all the good qualities. The incurved flower is very large and full with long, closely-rolled petals. Color is snow white. It is an early and constant bloomer and stem is long and good. Tuber \$3.00

LEMONADE—Yellow Dahlias are becoming very plentiful, but this one attracted a great deal of attention in the field and on the exhibition table on account of its size and beauty. Clear lemon yellow, stiff upright stems, good habit of growth and an excellent keeper when cut. Tuber \$2.50

MAID MARIAN (H. C.)—A very large flower of the most beautiful shade of rose pink without a trace of purple or yellow. Petals curl and twist, forming a graceful bloom of indescribable charm. Stem and foliage is the same as that of "Mariposa." It was chosen by most of the visitors to our gardens as excelling all others in form and coloring. Tuber \$3.00

MY MARYLAND—This exhibition hybrid cactus is of a decidedly unique coloring, a blending of unusually delicate pink with the faintest suggestion of lavender, the pointed petals whorl and twist in such a manner as to blend the two colors. There are pinks and there are lavenders, but this flower is in a color class of its own. Excellent stems and leathery foliage. Awarded the Maryland Dahlia Society's gold medal for the best undisseminated seedling exhibited at the exhibition of the New Jersey Dahlia Society in Atlantic City, hence its name. Also awarded the Garden and Home Builder's Achievement medal. First prize at A. D. S. show in New York for best undisseminated hybrid cactus. Certificate of Merit A. D. S., at Storrs.

Tuber \$10.00. Plant \$5.00

MARJORIE HENNESSY—An exceptionally lovely Dahlia with every good quality. The blooms are large, of the most perfect formation, and are carried on extra long, stiff stems, high above a growing bush. The color is attractive—amber, heavily suffused rose, lightening toward the center to a true amber. The tips of the unfolded petals are of a deep rose pink, producing a beautiful effect.

Tuber \$5.00

MARMION (D.)—We are giving the introducer's description: "This flower is of such enormous size and great depth and looks so massive among the surrounding Dahlias. The long cane-like stems hold the huge blooms erect. Color is pure golden yellow with bronze suffusion on reverse of petals. Form is perfect, and early and late the sturdy bushes with their heavy shining dark green foliage are covered with blooms. Tuber \$2.50

MRS. W. E. TREAT (D.)—A very beautiful Mallou pink a little lighter than Jersey Beauty. Long stems carrying the large bloom erect. Tuber \$3.00

MOORESTOWN MELODY (D.)—A large heavy cactus with long narrow petals. Color orange-gold with tints of amber. Free and early bloomer; medium height.

Tuber \$3.00



ROSE-ELLEN VARBLE

ROSE-ELLEN VARBLE (H. C.) (Broomall)—Beautiful is the one word that describes this Dahlia and we consider it one of our very best introductions. In color it is an entirely new shade of exquisite old rose and coral pink and was greatly admired by all who saw it. The foliage grows close up to the flower but by disbudding the habit is such that it can be grown with long straight stems. Height 5 feet. Stock limited. Plants Only \$10.00

MARTHA KEMP (H. D.)—This is a very refined and a beautiful Dahlia. The color is a warm buff, shading to apricot yellow at base of petals. The flower is full 8 inches in diameter and six inches in depth. One of the most lasting Dahlias I know, the blooms frequently remaining in good condition a week or longer after they are full bloom. Never sheds its petals, neither when left on the plant or when cut. A seedling of Shudows Lavender, but has a more refined foliage. Plant is a strong, healthy grower, reaching a height of six feet and over. Prolific bloomer, and a bountiful producer of tubers.

Tuber \$10.00. Plant \$5.00

NATURE'S MASTERPIECE (D.)—At the Northwest trial grounds of the A. D. S. show at the Washington State College, Puyallup, Wash., this Dahlia scored 93 points. This is the highest score that we know about for the large flowering varieties. The introducer's description is as follows: "A most elegant, rich combination of old rose, cinnamon and metallic bronze, blended into one color suffused with mulberry. In addition to this its effectiveness is increased by a violet shaded reflex. The large bloom are held erect on 20-30 inch stems. A very free bloomer. Tuber \$5.00

NAGEL'S ROEM (D.)—The large flowers are borne on rigid stems. Color, chamois overlaid with salmon; petals curled and twisted, making up a flower of great beauty. Free bloomer. Tuber \$2.50

PEGGY ROLLAND (D.)—The joy of growing Dahlias is to grow something different, something the visitors talk about, and above all something you can stand back of when you say to a fellow grower, "It's good." Peggy Rolland is a mighty fine Dahlia, good stiff stems, very dark insect-proof foliage, and the color is unusual yellow with every petal tipped with a delicate shade of red. The blending of these colors makes a most remarkable coloring in a Dahlia. This Dahlia made quite a hit in the Boston Dahlia show in our commercial display. Tuber \$1.00

PRIDE OF STRATFORD (D.)—This is one of the most attractive Dahlias that we have ever grown. In fact, we would have to include this one in any first class collection. We know of no other Dahlia of the same color combination which the originators describe as follows: "Predominating color, cadmium orange, shading to light yellow at the base of petals, reverse rose doree." Perhaps this description is taken from the color chart and is correct, but we could describe it better to the Dahlia growers by saying it was a beautiful orange shading to a deep red at the center. It is a Dahlia that should be in every collection. The stems are stiff holding the very large bloom erect. Tuber \$2.00

PAUL REVERE (D.)—This is one of the

best red Dahlias ever introduced. A well known commercial grower in New Jersey called it a 100 per cent. Dahlia, fine stem, color is a dazzling bright red. Tuber \$2.00

QUEEN OF THE GARDEN BEAUTIFUL (D.)—A flower that fulfills the dream of Dahlia lovers." This is the way Mr. F. C. Burns described this beautiful Dahlia. Winning the celebrated Samuel W. Heller prize at the San Francisco Dahlia show for the most meritorious Dahlia in the show. It is one of the very largest Dahlias that grows, measuring from nine to 12 inches across and five or six inches deep, grown without forcing. The stems are as stiff as a cane and carry the large bloom perfectly erect and it is a wonderful keeper. Color is a pleasing primrose yellow. The judges scored this Dahlia 94 at the San Francisco show. We have a fine stock of this variety. Tuber \$3.00

ROSE FALLOON—A truly magnificent decorative of pleasing shades of amber, russet and salmon. The formation is perfect, and the stems are excellent. The foliage of this beautiful variety is very dark and handsome. Rose Fallon is a wonderful keeper, and lasts for days when cut. This Dahlia can easily be shown in the largest bloom class. Tuber \$2.50

ROBERT SCOTT (D.)—One of the very best new Dahlias that is always covered with very large bloom, held erect on good stems. Color apricot yellow with rose shadings, which must be seen to be appreciated. Tuber \$2.50

ROBERT TREAT (D.)—A most pleasing American Beauty rose in color and is unlike any existing variety in shade or color. Exhibition type on stiff, upright stems. Winner of many prizes including the Garden Magazine Sweepstakes prize, New York, for the best Dahlia never before exhibited at an A. D. S. show. Tuber \$1.00

SPOTTSWOOD BEAUTY (D.)—This is one of the most beautiful varieties in the list of 1928 introductions, and one of the best pink Dahlias ever introduced. The color is a clear Chatenay pink, with a slight shading of lemon yellow at base of petals. Flowers are 7 to 8 inches in diameter, and of great depth, and are borne on long cane-like stems high above the foliage. A beautiful Dahlia that should be in every high class collection. Plant is a remarkably strong healthy grower, attaining to a height of 6 to 7 feet.

Tuber \$7.50. Plant \$3.50

SANHICAN'S PURPLE—A fine decorative Dahlia. Ridgeway's chart describes the color as "True Purple." A full-centered, regularly shaped Dahlia of great keeping qualities either on the plant or the exhibition table. Of tall-growing habit, flowers held well above on long, black, rigid stems. Foliage, dark green and leathery. One of the best. Tuber \$4.00

THE BANDIT—That brilliant scarlet and yellow hybrid cactus that wins everywhere. What other Dahlia has a better record at the trial gardens and in the show room? Award of Merit at the trial gardens at New Brunswick, N. J., and Storrs, Conn., 1925. Northwestern trial gardens and the trial gardens of the Dahlia Society of California 1926. **Tuber \$2.50**

THOS. HAY—A giant in very truth, of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. This variety is almost identical in every way (except for its lilac color) to the now famous "Berengaria." One of the best Dahlias in our garden, 1928. **Tuber \$5.00. Plant \$2.50**

THE OUTPOST (D)—Mr. Lovell Swisher's origination that is highly rated in Southern California having won many prizes as an undisseminated seedling. The color is orange and is said to grow to an immense size on the Pacific coast. The large flowers are carried on top of a stiff straight stem. **Tuber \$7.50. Plant \$3.50**

UNCLE TOM (D)—If you want the nearest to black of any Dahlia that grows you should have this one. This Dahlia was placed on the Dahlia Roll of Honor in the December issue of the Garden and Home Builder magazine, 1926. Here is what the author, Derrill W. Hart, says of this Dahlia: "An aptly named flower with an unusually rich and impressive color. It is deep garnet, almost black, as rich as the finest velvet in texture; and, as La Tulip Noir enriches the tulip gardens, so Uncle Tom gives a touch of color to the Dahlia gardens that is both effective, different and artistic. The form is decorative. Keeps unusually well." His statement is justified in describing this Dahlia, as it has been awarded three certificates of merit at the trial gardens and a winner of many prizes in the show room for our customers, which means more to you than anything we can say of this remarkable Dahlia. It is a free bloomer of large blossoms held facing on good stiff stems. **Tuber \$3.00**

WILLIAM H. HOGAN (Dec.)—Winner first prize New York 1927. This is one of

those Dahlias that must be seen to be appreciated. Color, garnet red with white tips running down the center of the petals. Perfect stems. Never has sported, every petal coming true to color. Nothing like it in Dahlias. This Dahlia was on the Roll of Honor in Garden and Home Builder in 1927. It's there again this year and here is what Mr. Derrill W. Hart says: "William H. Hogan, this heavy textured flower, carried out the prediction that we made for it last year, namely: that it was the best of the fancy varieties shown in 1927." Mr. Hart is correct as it has been a sensation wherever shown in 1928. It is without doubt the best fancy Dahlia on the market to date. The habits of the plant are perfect, the very large bloom are carried on very long stiff stems. It's a winner.

Tuber \$7.50. Plant \$3.50

(See Inside of Back Cover)

WHITE WINGS—A new clear white decorative with strong erect stems. Large blooms with good keeping qualities. Won a first prize in the decorative class at Palace Hotel show, San Francisco, 1927.

Tuber \$3.00

W. J. IRWIN (D.)—This is the best lavender purple dahlia that we have seen. It is new and should be in every select collection. It has size, the best of stems, and is a free bloomer. **Tuber \$3.00**

W. D. CARTWRIGHT—One of the best Dahlias we have ever raised. Color deep orange at center to orange-yellow at tips. Form massive, yet without a suggestion of coarseness, the finished flowers being partially reflexed, yet building up full in the center. Best of stems, early to flower and grand in every way. **Tuber \$7.50. Plant \$3.50**

WANDA MILLER (D.)—A new Dahlia. The same color as "Our Country," deep purple with white tips, never sports to solid color, large flowers held erect on very long stiff stems. Early and a free bloomer.

Tuber \$2.00

YELLOW PRINCESS (Dec.)—Joint introducers with its originator, Mr. George W. Fraser. Certificated A. D. S. trial garden. Golden medal ribbon winner New York show 1927. One of the largest yellow Dahlias that we have ever grown. Long stiff stems.

Tuber \$7.50. Plant \$3.50

truly the "Best in Dahlias"

C. W. BALLAY

BALLAY'S DAHLIA GARDENS
LOS ALTOS,
CALIFORNIA.

Tel. S. J. 3133-M

TO OUR PATRONS AND FRIENDS

We are pleased to announce this year that we have been fortunate in securing Mr. Charles G. Reed of the Success Dahlia Gardens, Lawrence, Massachusetts, to represent us in the Eastern market. Mr. Reed is one of the largest and best known dahlia growers on the Atlantic Seaboard. He has been growing our dahlias and is therefore in position to speak on their merits when grown under Eastern conditions. All orders originating in the territory east of the Mississippi River should be sent direct to Mr. Chas. G. Reed, 171 Ferry St., Lawrence, Mass. Orders from the Pacific Coast and all the territory west of the Mississippi should be sent to us as heretofore.

In being relieved of the responsibility of handling the Eastern trade we will have more time to devote to the creation of superior new varieties which we hope to offer you in the near future. In this connection, might add that we have some very fine ones that we hope to be able to release next season.

Yours for more and better dahlias,

C. W. BALLAY.

The above is self explanatory, but we wish to add that we have grown Mr. Ballay's originations and we assure our customers and friends that it is a pleasure to recommend such fine contributions that Mr. Ballay has made to the Dahlia world.

Mr. Ballay has been a consistent winner where the competition is keenest on the Pacific Coast, San Francisco. His success in the show room has been achieved mostly with his own originations and they have done equally as well when shown by his customers.

We appreciate the confidence placed in us by Mr. Ballay in selecting us as his Eastern representative, but we could not have accepted his kind offer unless we had the utmost confidence in Mr. Ballay's ability in producing first class Dahlias.

We take pleasure in presenting the entire list of Mr. Ballay's originations for your kind consideration.

CHARLES G. REED.



GOODNIGHT

GOODNIGHT (Dec.) (Broomall)—This Dahlia is well named. We have all admired Mr. Broomall's origination, "Mrs. Shirley Shaw," as it was one of the outstanding varieties in 1928 and was on the Roll of Honor in the American Home. Mr. Broomall writes that "Good Night" is the same color as 'Mrs. Shirley Shaw' but is larger and has better stems. This variety frequently shows green centers when it opens but disappears when it fully opens and then it is a joy to look at. He grew it in his garden 10 inches without any forcing. Height 4 feet. Tuber \$15.00. Plant \$7.50

BALLAY'S NEW ORIGINATIONS FOR 1929

ARDIS (Dec.)—Bluish violet or purple. This Dahlia was originated by Mr. Owen Williams of Oakland, Calif. We have grown it successfully this season and are pleased to have the opportunity of introducing it to the public. The color, which is unusual in Dahlias, is most pleasing, and the flower is large, well formed and held on a good stem. We can recommend it as a useful and beautiful new variety. **Tuber \$5.00**

CREOLE (Dec.)—Deep velvety maroon. Very dark dahlias are always in demand. In Creole we have a very large Dahlia of deepest coloring but equally as striking is the very novel formation. The numerous petals are quite long and broad and pointed at the tips with an inclination to roll backward. There is a slight twirl to each petal which lends a similar effect to the whole flower. The centers are full and good until very late and the blooms are freely produced on good stems. **Tuber \$10.00**

EVENING GLOW (H. C.)—Pinkish copper with yellow shadings. This is another Dahlia of exquisite coloring that is a pleasure in the garden and good for all purposes. In frankness we must admit that some of the blooms have a tendency to show a few curling petals toward the center. We were tempted to discard it for this reason, which is really not at all serious, but our visitors have advised strongly against it. We believe those who order this Dahlia will never regret the purchase. **Tuber \$3.50**

FAIR ELAINE (H. C.)—Delicate old rose. An extra good variety that closely resembles the American cactus type in formation. The "pink Ambassador" we called it before it was named, although the petals are considerably more incurved than those of the older variety. For true beauty it is hard to surpass and the quantity of good flowers produced is the greatest we have seen; not that it is one of those varieties that requires a lot of disbudding, for it is quite the opposite, but the numerous branches, both upper and lower, all produce good flowers until the very end of the season. We entered this Dahlia in the Palace Hotel show for the "Best 25 Blooms" only to find to our sorrow that we had miscounted and had but 24. **Tuber \$10.00**

FLORADORA (Dec.)—Bright apricot. We believe this is a seedling of our well known prize-winner, "Jove," although its habits are considerably different and the flower even larger. The rich coloring makes a special appeal and the formation is interesting in that the petals are unusually long and slightly recurved. It is a loosely formed flower rather than a heavy one and its depth is sufficient to balance its substantial diameter. Free blooming and of medium height. **Tuber \$10.00**

LA FRANCE (Dec.)—Pale rose pink. We do not claim this Dahlia is exactly the color of the rose of that name, but it is suggestive of it, and at certain times, very much so. The blooms are large and very regularly formed. In the garden of one of our friends who fertilizes his plants heavily, not caring about his crop of tubers, the large plants and blossoms of this Dahlia were as handsome as anything in his magnificent collection. **Tuber \$5.00**

MADAME LA ROSE (Dec.)—Rose red. Not so different from the red of the Hadley rose with perhaps a suggestion of cerise. It is certainly a delightful Dahlia because of the color, and the shape which is perfect in every way is oval and full. However, the branches grow laterally, and while this habit does not interfere with its use for cut flower purposes, some people do not like this tendency in a garden variety. Personally we think this is one of our most charming Dahlias and believe most of you will agree. **Tuber \$10.00**

MOTHER MACHREE (Dec.)—Cream or ivory white with a touch of pink at the center. "Something entirely new," a well-known authority on Dahlias said. The color is surely very much out of the ordinary and the great big deep flowers on tall stalks are outstanding in the Dahlia patch. We have watched this variety carefully for four years. There were no faults apparent except that this season it would occasionally throw an open centered flower, due we think to the unusually cool weather. We are mentioning this fact as it is our policy, as we say to our visitors, to tell "the bad along with the good."

Tuber \$10.00

AT THE PALACE HOTEL SHOW in San Francisco this year we won the First Prize for the Best Collection of Decorative Dahlias and also the First Prize for the Best Collection of Hybrid Cactus Dahlias.

Our collection of Decorative Dahlias was made up of Chang, Amazon, Fortuna, Valeska, Winona, Jove, Kiwanian, Regal, Derby, Queen of the Garden Beautiful, Trentonian and Al Koran. Of these Chang, Amazon, Fortuna, Valeska, Winona, Jove, Kiwanian and Derby are all varieties of our own creation.

Our collection of hybrid cactus Dahlias included Daphne, Conquistador, Nordic, Dahliamum, Myrtle McBride, Raven, Dorothy Dix, Ambassador and El Granada. Of these, Daphne, Conquistador, Nordic, Dahliamum, Myrtle McBride and Raven are Dahlias of our own creation.

All these prize-winning varieties are fully described in the following pages.

AMAZON (D.)—Bright coral pink, deeper at the center, and with a suffusion of pale gold on the inner petals. The flower is large and grows erect. Decidedly decorative in type but not formal. Visitors were greatly attracted by the beautiful coloring and the wealth of bloom. It is a fascinating cut flower and distinctive on the exhibition table. **Tuber \$3.50**

CHANG (Dec.)—Burnished copper and gold—of oriental blending and lustre which is unmistakably associated with the Far East. The reddish copper tone, which is very prominent in the earlier flowers, is largely displaced by the gold coloring in the late season. The gorgeous bloom is very full with great depth and massive in size—“Chang” meaning “elephant” in the Siamese language. Grows on top of a long and extra strong stem on a rather tall bush which bears the great blossoms freely. The petals never burn or wither, but drop like the petals of a rose as the seed pod matures. Our prize-winning collection of four unregistered seedlings at the Palace Hotel show consisted of Chang, Fortuna, Valeska and Amazon, and Chang was one of the most talked of varieties in the exhibition room. Small perfect center at all times. Thrives in a sunny climate.

Tuber \$7.50. Plant \$3.50

CAMILLE (Amer. C.)—Flesh pink shading to cream. Rather coarse petals. Good stem. Good variety of this type for a sunny climate. **Tuber \$3.50**

CHARLEMAGNE (Dec.)—Clear canary yellow. A very large flower with broad, heavy, loose petals, the broad petals continuing to the very center, producing a deep flower of rose-like formation. The bloom is held absolutely upright on a very strong stem. The plant is low growing and free blooming. An unusual and distinctive variety with a color and habit that is hard to beat for garden decoration. **Tuber \$3.50**

CONQUISTADOR (H. C.)—Soft creamy yellow shading to a glowing pink at the base of the petals. The pink coloring is very pronounced and gives to the flower the appearance of being illuminated from within. This is a Dahlia built on a massive plan. The plant is extraordinarily tall and the flowers can be cut with 4-foot stems. The bloom is in proportion, being regular, rather coarse petaled, broad and deep. Moreover, the texture of the flower is of the same vigorous quality, not being easily soiled by wind, sun or moisture. Beautiful, vigorous, hardy—a “best Dahlia in the show” variety. Stock limited.

Tuber \$10.00. Plant \$5.00

DAPHNE (H. C.)—Bright true pink, sometimes having a touch of a slightly deeper shade at the center. The enormous shaggy flower is of the true hybrid cactus formation well depicted in the accompanying illustration. The many blooms, with tight, perfect centers, are held on stout, straight stems high above the foliage. Its rare coloring and exquisite beauty has im-

mediately made it a favorite. The Certificate of Merit, offered at the Palace Hotel show, in place of the Gold Medal of previous years, for the best established three year old variety, was awarded to six matchless blooms of this delightful pink, so Daphne starts on its career in the rank of a Gold Medal Dahlia. **Tuber \$10.00. Plant \$5.00**

DERBY (Dec.)—Pale bluish lavender throughout, almost the shade of the forget-me-not. There is unusual character about this perpetual blooming variety with its crisp, light green foliage. It is difficult to make descriptions varied and yet not constantly repeat that the formation of the flower is of the best type and the stems long, strong and straight. This Dahlia has all these good qualities. Petals are broad, arranged with artistic regularity, and full to the center. **Tuber \$3.50**

DAHLIAMUM (H. C.)—Clear bright yellow. This hybrid is very close to the American type. Of all cactus Dahlias this one bears the greatest resemblance to a chrysanthemum, so much that we have been asked whether it is a cross between the Dahlia and chrysanthemum, hence we thought the name we have given it appropriate. It stands on top of a long, strong stem, has good size and substance, and is a most excellent cut flower. **Tuber \$3.50**

FORTUNA (Dec.)—Bright rose pink, at different seasons varying in intensity of coloring, the last flowers begin of a peculiar deep rose tint. This variety is of exceptional size, very deep and heavy, with a stem sufficiently strong to hold it up proudly under all conditions. In recent years there has been a number of Dahlias of somewhat similar coloring introduced, but none with which we are familiar produce blooms of such fine substance and so well suited for every purpose as Fortuna. The heavy texture of the petals, slightly crinkled, gives the flowers an unusual waxy appearance and contributes to their excellent keeping quality both in the garden and when cut. Never fades in the sunshine. Very sturdy bush of medium height, well branched, requires little disbudding.

Tuber \$7.50. Plant \$3.50

GOLIATH (Dec.)—Clear sulphur yellow. The color and general habit of this Dahlia appealed strongly to our cut flower customers. Of quite regular, solid formation, the broad-fluted petals produce a large flower almost globular in appearance. Borne profusely on fine stems, they were beautiful in the garden and in a bouquet. Very late in the season there is an inclination to revert to the peony type. **Tuber \$2.50**

GAINSBOROUGH (Dec.)—Bright clear rose. An exquisite color that is especially attractive in the sunshine or under artificial light. Good for all purposes but especially recommended as a cut flower. In the garden it is a free and constant bloomer, needs little disbudding, and is of an outstanding color. Very good. **Tuber \$3.50**

GRANDEE (Dec.)—Combination of old gold and old rose with a very apparent golden sheen. Very good variety of excellent coloring. The big bloom has a perfect center at all times and the numerous broad petals have a tendency to recurve. The plant is rather low growing but the flowers have plenty of stem with little disbudding. **Tuber \$3.50**

JOVE (Dec.)—Bronze pink. Pink or salmon is the predominant color with the bronze coloring somewhat accented toward the center. The flower is very large and can be grown as the largest Dahlia in the show, 10-inch blooms being common under ordinary field culture. The stem is the best possible, being long, strong and straight. Our row of this Dahlia attracted more attention than anything else in the garden this season. Has everything to make it a first-class variety. **Tuber \$5.00**

JUDITH (Dec.)—Pale pink with a touch of cream at the center. A full but not formal flower, made up of many rows of broad, flat petals. Desirable for those who like Dahlias of the lighter colorings. Strong stem, blooms freely, and will probably be more satisfactory in a sunshiny climate than in a foggy one, although we have not had the opportunity to try it out in the latter, but are judging from some Dahlias of similar coloring we have seen. **Tuber \$3.50**

KIWANIAN (Dec)—Bright velvety scarlet. This Dahlia has all the earmarks of a "top-notcher," and we think in it is realized the long sought after bright red decorative. The bloom is very full and deep, the petals are unusually broad and artistically waved and curled. The center is very full and of that unusual formation that only a very broad-petaled Dahlia can have. Plant is of medium height and flower is held upright on the stem. The Kiwanis Club of San Jose has selected this Dahlia as its official flower, and it has been named in this popular club's honor. On account of heavy garden sales we can allow only three to a customer. **Tuber \$5.00**

LOUVAIN (Dec.)—Brown rose. This is the color as near as we can express it. The predominating shade is decidedly a light or golden brown, with a suggestion of old rose on the reverse side of the petals which shows through slightly. Grows perfectly straight on a long, strong stem. A large but not massive flower of finest formation. No other Dahlia we know of surpasses its lasting qualities when cut. **Tuber \$3.50**

MYRTLE McBRIDE (H. C.)—Deep dull old rose suffused evenly throughout the flower with dull gold. Tremendously large full flower of truest hybrid cactus type. The rather low bushes are always laden with good blooms on sufficiently long stems. Petal formation is unusual in that there is a tendency to broaden at the tip and twist and curl forward in such a manner as to produce an exceedingly novel effect.

This Dahlia was much admired by Mr. Harold J. Sheld, editor of the new Magazine of Western Horticulture, and at his suggestion was named in honor of the charming young lady whose name it bears.

Tuber \$5.00

MONTEZUMA (Dec.)—Golden orange. About the shade of a deep colored ripe orange, possibly tending a bit more toward the gold coloring. A huge flower with petals somewhat rolled toward the center. Low growing bush, free blooming, good habits. Will serve as an illuminator in your garden.

Tuber \$3.50

NAVOQUI (H. C.)—Golden red. This is a new color in a Dahlia, a shade most difficult to describe. It is a red and yet not a red, for there is a prevailing gold tone throughout. At any rate, it is a very bright and very attractive color, and everyone agreed that it is a new shade. The large flowers are freely produced, and for best results would recommend that the stems be well disbudded else the plant will become too bushy. **Tuber \$5.00**

NORDIC (H. C.)—Light copper with a light rose reverse and slightly suffused with rose. The blooms of this variety are of enormous size, which is especially noticeable because of the long, narrow, incurved petal formation, giving the impression of a wonderful American cactus, from which class it is not far removed. The plant is a tall, robust grower, holding the flowers straight up on long leafless stems. During the four years it has been on trial we have been able to discover no faults. One of the very best. **Tuber \$7.50. Plant \$3.50**

PERSIA (H. C.)—Scarlet with gold reverse and lightly tipped with gold at the center. Tall growing, free blooming variety, with all the good qualities. In a blended bouquet of the yellow, gold, red and kindred shades, we have found it serves admirably as that halfway color so necessary in this combination. A large and good cut flower and charming garden variety.

Tuber \$3.50

RAVEN (H. C.)—Maroon. We do not mean to imply that this "Dahlia is as 'black as a raven's wing,'" but the color is maroon slightly blended with purple or cerise—very dark and beautiful. The early flowers are enormous, and later on, if all branches are allowed to bud and bloom, the flowers are so numerous as to fairly cover the bush. Plants are of medium height and stems very good. **Tuber \$5.00**

SAN JOSE (P.)—Purplish crimson or bright reddish cerise. We are unable from the color chart to determine the exact color. "Spectacular" is the word especially fitted to describe this incomparable peony. Many blooms were a foot across and so brilliantly colored as to truly be a spectacle. The broad petals combined with the most numerous small circling petals around the well pollinated center completed a flower



PURPLE GLORY

PURPLE GLORY (D.)—Originated on the Pacific Coast by a great lover of the Dahlia. We grew it last season and although it was an off season for the Dahlia, this Dahlia did remarkably well and should be much better the coming season. The originator describes its as follows: "Color is garnet with rosalyne purple shadings at center or base of petals, lighter reverse. The immense blooms are held erect, facing on the best of stems. Very hardy, foliage medium green." We could call the color nearly royal purple. We have not exhibited this Dahlia but it has won many high honors for the originator in California where it was shown as "Crowning Glory" but as we have an unreleased seedling of that name we have renamed it "Purple Glory." We have only a few tubers to offer.

Tuber \$10.00. Plant \$5.00

of the most perfect type of peony Dahlia. This variety was outstanding in our display at San Jose which won the first prize for the best commercial exhibit. **Tuber \$5.00**

TROPHY (Dec.)—Bright old gold. Dainty flowers of good size with slightly reflexed petals. Especially good for cutting on account of the color, stem and keeping qualities. In late November the flowers were quite as good as the first blooms in July. **Tuber \$2.50**

VALESKA (Dec.)—Deep lilac. There is no variation in color unless perhaps the lilac shade slightly deepens at the center. We would like to give a more vivid color picture if we could but are completely at a loss to do so, and can only say we know of no other Dahlia like it. The immense blooms have a deep rose-like formation with petals slightly

curled and with a bewitchingly pointed center. The stem is first-class, and the growth of the plant luxuriant in the production of fine blooms. Valeska was included in our collection of unregistered seedlings at the Palace Hotel show.

Tuber \$7.50. Plant \$3.50

WINONA (Dec.)—Purplish lavender, or shall we call it amethyst? It is a livey color that some people refer to as light purple but it is more properly, we think, a deep lavender. The center of the inner petals of this flower were inclined to a lighter shading. Planted in the front row of our garden, as the plant is rather dwarf, Winona certainly proved a valuable advertisement of large up-to-date Dahlias for us. Nothing could be more ornamental in a garden and we can recommend it as desirable from every point of view. **Tuber \$3.50**

SOME THINGS TO CONSIDER

We do not force our Dahlias for exhibition bloom.

We have won the highest honors at the Boston Dahlia Show for years with bloom from our field grown stock.

Last year we won the Sweepstake Trophy, the A. D. S. Medal for the most artistic display and six first prizes. Also seven special awards.

A visit to our garden or field will convince you that we grow our Dahlias naturally with no pruning or forcing.

We have helped hundreds of growers win the highest honors at their Dahlia exhibitions, so we, too, are anxious to assist others who are anxiously seeking high honors in the show-room. May we help you?

*truly the “**Best in Dahlias**”*

Our success lies in pleasing you.



MR. J. J. BROOMALL

EVOLUTION OF THE DAHLIA

BY J. J. BROOMALL

CHAPTER TWELVE

SEEDS AND SEEDLINGS

Plant variation makes possible the improvement of nearly all plants; Nature never makes two plants exactly alike, in most plants growing in their wild state the variation may be so slight as to be unnoticed, but when they are brought under cultivation the variation is often so great that even those who are unacquainted with plant culture will notice the difference. Probably the greatest cause of increased variation when plants are brought under cultivation is the change in the character and quantity of the plant food which becomes available to the plants under the changed conditions; in their natural state it has been a struggle for existence on a limited amount of nourishment, when an unlimited amount of plant food is supplied it is not surprising that the plants would do something different, indeed, they cannot help but act differently. If the plant should happen to be what is known as a "gross feeder" (that is a plant that is capable of absorbing nourishment very rapidly) the change in such a plant will be great in proportion.

Now the Dahlia is a gross feeder; I know of no plant that will respond more quickly to good treatment and favorable environment, hence it is no wonder that it has astonished the world with its marvelous improvement. As to its future I can see no limit to the possible improvement not only of the Dahlia but many other plants economic as well as ornamental. I believe the only limit to be our knowledge of the plants, and for that reason I never lose an opportunity of urging upon my fellow men the necessity of taking a greater interest in plant life, and in Nature, the most interesting and essential of all studies.

It may appear to be an exaggeration but I believe the possible variation of plants to be as limitless as time and space. Take the Dahlia for instance: I think a million would be a moderate estimate of the number of seedlings of it grown this year; some commercial growers raise many more than I do because they have more room for growing them. I planted about 8,000 seedlings this year, no two of those seedlings will produce flowers alike. Do not think that this means that I will be growing 8,000 varieties next year, the only plants that will be saved will be those that appear to be better than or different from varieties already in cultivation, the greater part of them will be discarded and thrown on the junk-pile

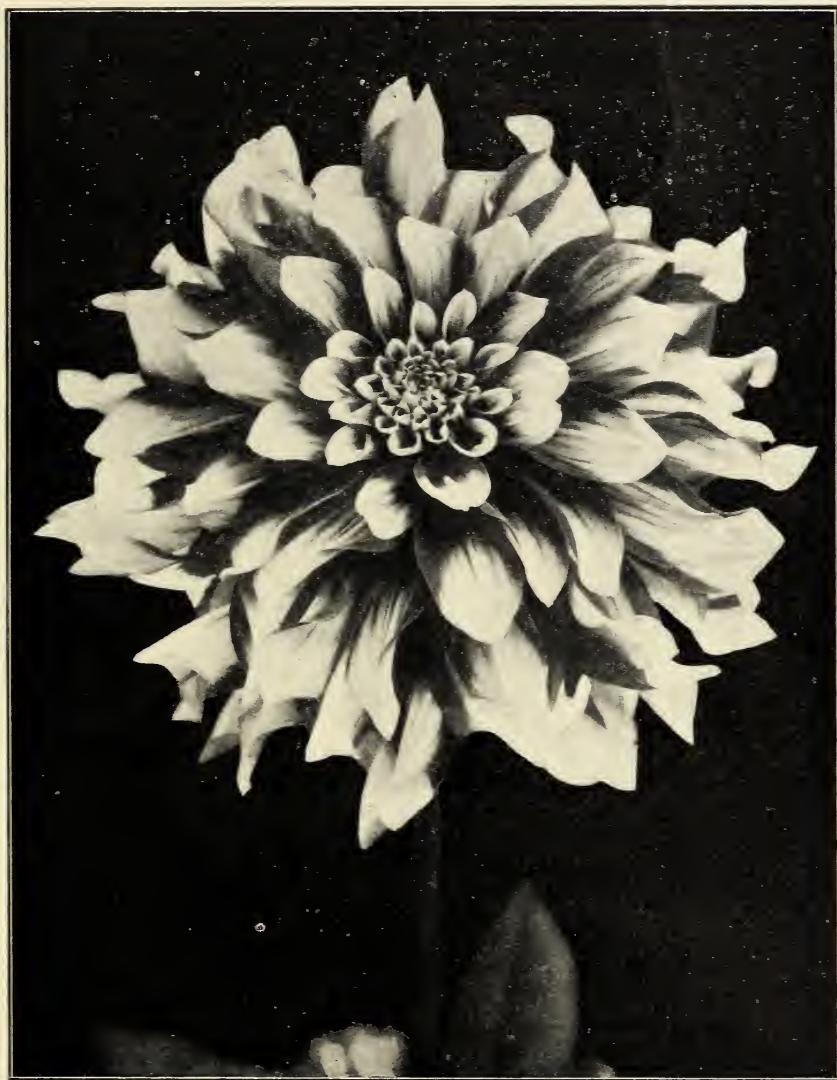
to make plant food for future use. In past years I have introduced on the average about three out of each thousand, and eventually many of those will also go into the discard. When it is taken into consideration that ALL of the seedlings must receive the very best care and culture in order to determine their merits some idea may be had of the amount of work that is necessary to obtain a new variety that is a "Topnotcher," and what I have said here in regard to the Dahlia will apply more or less to all plants that have been or are being improved by man in co-operation with the forces of Nature. In highly improved plants very few of the seedlings will be an improvement on the parents, the majority will not be as good as the parents in most cases. There is always a tendency toward retrogression.

A writer in the Bulletin of the America Dahlia Society has considerable to say about the "Mendel Theory" in connection with the question of Heredity of the Dahlia. I have two books on the "Mendel Theory" and as near as I can understand it is claimed that certain results occur from the second or third generation of crossing plants of different colors, etc. Now this theory may be all right in some cases but I do not see how it can apply to the most of the Dahlias we are working with at the present time as many of them are the result of twenty or thirty years of crossing and recrossing; it seems to me to be impossible to determine what generation of crosses we are dealing with. Incidentally he speaks of "Pedigreed Dahlia Seed" and gives quite a lot of information that may or may not be of value. Another writer in the Bulletin advocates Year Old Dahlia Seed; it may be that the information given by those writers is valuable but I must confess that I cannot agree with them. Incidentally it should not be out of order to inquire of these gentlemen who have taken so much trouble to enlighten those of us who are more benighted as to how many Prize-winners THEY have introduced.

It may be all right to plant old Dahlia seed but I prefer New seed and the more fresh it can be kept until planting time the better, in my estimation. While I am unable to understand how the "Mendel Theory" can apply to Dahlia culture at the present time, I am nevertheless a firm believer in the heredity of the Dahlia. I believe it to be by far the most important factor in the improvement of the Dahlia. I believe it to be the greatest Hindrance, and the greatest Help to Dahlia Growers in their efforts to improve the Dahlia; the greatest hindrance because it upsets all our calculations in our efforts at crossing certain varieties, the greatest help because by taking advantage of the superior qualities of some varieties as Parents we can obtain a greater number of progeny that are desirable. I have found out by experience that some of our best Dahlias are poor Parents, the seedlings from them being nearly all retrogrades, so that it does not pay to bother with them, while there are other varieties that prove to be much better Parents altho they may not be so fine in some respects as some that are NOT satisfactory Parents. My experience this year (1928) has more than ever confirmed my belief in this theory—**THAT SOME DAHLIAS ARE MUCH BETTER PARENTS THAN OTHERS BECAUSE OF SUPERIOR INHERITABILITY.**

Seed from one of the best Dahlias I have grown did not produce more than one in a thousand that was worth saving, while another variety was far from faultless produced four or five first-class flowers in a hundred. This is proof-positive it seems to me that the latter variety had the best (blood) in it, that while IT was not the best its Ancestors WERE the Best, hence the superiority of the progeny. So it seems to me that if we would succeed in improving the Dahlia to the greatest possible perfection we must study the heredity as shown by the offspring, and select those for parents that give the most satisfactory results, and this can only be determined by careful scrutiny and study.

At a time when thousands of growers, both Amateur and Professional, are growing seedlings in unlimited quantities too much care cannot be exercised in the selection of those that are to be kept and introduced. It will not hasten the improvement of the Dahlia nor benefit the Grower to flood the market with a lot of mediocre seedlings. Because of the higher standard of excellence of the Dahlias that have been introduced in recent years we are now obliged to throw away thousands that ten years ago might have been considered first-class. I know from experience that it is sometimes almost heart-breaking to discard a beautiful flower because it may have some fault that would disqualify it in the show room, but we must be careful in selection if we would develop the Dahlia to the highest possible perfection. Having acted as one of the judges of seedlings at the recent show of the Dahlia Society of Southern California at the Biltmore Hotel in Los Angeles, I want to say that we awarded no prizes in some classes because to have done so would have given some Dahlias a certain standing to which in the opinion of the judges they were not entitled, and I am sure the only thing the judges had in mind was **THE IMPROVEMENT OF THE DAHLIA**, and that is why this Chapter has been written—for the good of the greatest of all garden flowers—**THE DAHLIA.**



WILLIAM H. HOGAN

[See page fifteen]

Industry Prospers

... in ...

Lawrence, Massachusetts



A Modern, Progressive Industrial New England City

WHERE 93,527 people live (1925 census).

WHERE 174 different manufacturing establishments have a total capitalization of \$161,090,802, and where the value of the finished products amounts to approximately \$155,456,000 annually.

WHERE the woolen and worsted industry flourishes more than in any other part of the country, but where there is also an abundance of diversified industries. Measured by product value Lawrence is the fourth city in the State in industrial importance.

WHERE labor is both skilled and contented.

WHERE the tax rate is low (in 1928 it was \$26.40 per thousand, for the second successive year the second lowest of any city in the entire State), and where there is also a low assessment of valuations.

WHERE the net bonded debt is low and where the borrowing capacity is high.

WHERE the Municipal Financial Condition is sound.

LAWRENCE is served by the Boston & Maine Railroad which is making the city its chief freight transportation center. Tremendous new yards and freight houses are under construction and when completed will form one of the greatest freight concentration points in New England. The Railroad's own motor truck lines will pick up freight from within a 50-mile radius and bring it to Lawrence for shipment North, West and South without going through the Boston terminal. More daily package cars will be loaded at Lawrence than at Boston, giving Lawrence a most unusual transportation service.

FLOOR SPACE available for large and small manufacturing concerns; also sites for new buildings.

Lawrence Industrial Bureau,
1-2 Essex Bank Building,
Lawrence, Massachusetts.

Please send us a copy of your Industrial Survey showing the advantages that Lawrence possesses for industry. This request does not obligate me in any way, whatsoever.

Name

Street

City